



KNXV

ORDER

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KNXV-TV
PHOENIX

Contract / Revision 314041 /

<u>Product</u>	<u>Estimate #</u>	1990		
DSCC/Carmona	<u>Alt Order #</u>			
<u>Agency Com</u> 15%	<u>Billing Type</u>	Cash		
<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
	<u>Billing Cycle</u>	EOM/EOC		
1010 Wisconsin Avenue - Suite #80 Washington, DC 20007	<u>Billing Calendar</u>	BROADCAST		
	<u>Demographic</u>	A25-54		
	<u>Rev Codes</u>	POL	POL	CAND
<u>Sales Office</u> EWSDC	<u>Product Codes</u>	PL		
<u>Sales Region</u> NAT	<u>Priority</u>	P-1		
Agency Ref 2	<u>Advertiser Ref</u>			

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 14% Market Value 138571

Competing Station	% of Order	Amount
CABLE	%	0
KASW	2%	2771
KDRX	%	0
KPHO	15%	20785
KPNX	16%	22171
KPPX	%	0
KSAZ	43%	59585
KTVK	6%	8314
KTVW	%	0
KUSK	%	0
KUTP	4%	5542
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			# Spots	Net Amount	Gross Amount
					Start Date	End Date				
October 2012	24	\$16,490.00	\$19,400.00	0.00	10/01/12	10/15/12		24	\$16,490.00	\$19,400.00
Totals	24	\$16,490.00	\$19,400.00	0.00						

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan			# Spots	Net Amount	Gross Amount
					Start Date	End Date				
October 2012	24	\$16,490.00	\$19,400.00	0.00	10/01/12	10/15/12		24	\$16,490.00	\$19,400.00
Totals	24	\$16,490.00	\$19,400.00	0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
N 1	KNXV	10/09/12	10/12/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF--	:30	2	\$75.00	P-6	0.00	NM	2	\$150.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 - TWTF-- 2 \$75.00 0.00															
N 2	KNXV	10/09/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 - TWTF-- 1 \$350.00 0.00															
N 3	KNXV	10/14/12	10/14/12		CM	6am-7am	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00



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Contract / Revision **314041** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/05/12 / 10/05/12

Order Sep 00:20:00

Advertiser **DSCC - Carmona**

Product **DSCC/Carmona**

Estimate # **1990**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N15	KNXV	10/09/12	10/12/12	Jimmy Kimmel Live	CM	1102p-1206a / 103-	TWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
				Jimmy Kimmel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF--		2	\$350.00			0.00					
														Totals	24 \$19,400.00